

Clean Energy Sales: The Value of Personal Connection

Understanding the key role of selling in educating your customers and overcoming objections

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Overview/Topics



- Who we are
- Why sales?
- Education, education, education
- Understanding customer objections
- How market has changed over past several years – increased competition
- Selling value, not price



Who we are



Full service renewable energy and marketing services provider, serving three key groups of partners and stakeholders

- Development partners
- Commercial and institutional clients
- Residential customers

Major clients

Mission: Build the nationwide community of renewable energy users



Why Sales?

While renewable energy purchases have exploded over the past five years, the market is still in its infancy stages.

- Understanding of value proposition is minimal or non-existent
- Education needed at all levels of corporate structure

Personal interaction (sales) is the key to cutting through the clutter.

- Educate individuals making the decisions
- Identify champions
- Overcome objections
- Fight apathy and lethargy

Selling is not convincing, it's helping bring customers to a decision.

Selling is the action of telling your story.





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Biggest continuing challenge
to our industry is...

Education, education, education



Why selling your story is so important: Press Education



Renewable Choice and our clients have been featured in:

Bloomberg



TIME

DENVERPOST

Newsweek



The New York Times

CBS NEWS

THE WALL STREET JOURNAL.



BusinessWeek

AP Associated Press



Understanding Customer Objections



Standard:

- Decision-maker
- Budget
- Procrastination

Unique to renewables and wind:

- REC misconceptions
- Birds
- Donation vs. Product

Funny:

- All time classics



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I BUILT IT WHILE I WAS IN
OIL ADDICTION REHAB.



Isn't this just a donation?



- No! Voluntary doesn't equal donation
- This objection represents a fundamental misunderstanding of your product
- Finite supply, priced by the market
- Renewable energy costs more because it has more value.
- Use the organic produce or bottled water example
- Be careful and clear in articulating the mechanics of the transaction, as well as the value to them.
- For the market to fundamentally change, consumer understanding must move beyond the idea of charity. Buying renewable energy is a choice to take personal responsibility for your actions.



Competitive Sales Environment



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Competition is good for the market.

- Helps build credibility
- Educates more consumers, expanding market
- Tens of thousands of businesses still untouched (over 99% of businesses in America have never been approached)
- Potential clients get better market view

Pitfalls:

- Environmental equivalents embarrassment
- Disingenuous differentiators
- Negative selling



Selling Value over Price

- Another benefit of direct sales interaction
- Clients buying much more than a commodity
- Good price and good value are key to both customers and producer partners
- Bottom-feeder pricing is dangerous to the long-term health of this industry

Find the key value proposition

- Strengthen environmental image
 - Differentiate from competition
 - Reduce dependence on fossil fuels
 - Show innovation
 - Highlight ancillary achievement
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- **RIGHT THING TO DO**

What is this worth?





Selling is our responsibility!

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